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DETROIT

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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OHIO COUNCIL OF N. A. D. A. BEGINS ANNUAL MEETING

500 Dealers, Salesmen Gather for 3-Day Conference

CLEVELAND, Sept. 13.—Five hundred Ohio automobile dealers and many of their salesmen were gathered here today for the opening sessions of the three-day third annual meeting of the Ohio Council of the National Automobile Dealers' Association, which will continue through Thursday.

The convention will open tonight with a meeting of the association directors.

A marked improvement in sales coincident with delivery to dealers of the new models was reported from all sections of the state. One indication of the manner in which business conditions in other trades and industries affect the sale of automobiles was reported from southeastern Ohio, where dealers report a gen-

C. A. Vane

(Continued on Page 8)

Oakland Company Increases Output

Pontiac, Mich., Sept. 13.—In accordance with the demand for the new Oakland and Pontiac cars the Oakland Motor Car Company is stepping up its production schedules, according to W. R. Tracy, vice-president in charge of sales.

"September will be our second best month's production during 1927, being topped only by the May production, when 24,058 cars were manufactured," says Mr. Tracy. "The September production calls for 22,197 Oakland and Pontiac cars. The total for the two months of September and October this year will be about 12,000 cars ahead of the same period last year."

JUDGE RULES FLORIDA TAX ON TIRE DEALERS IS UNCONSTITUTIONAL

Tampa, Fla., Sept. 13.—Circuit Judge Robles has ruled that the recent legislative act placing a special state tax on automobile tire dealers is unconstitutional, because the act provided no penalty in its title; was class legislation in that it exempted dealers in towns of 1,000 and 2,000 population; provided an additional school fund contrary to the constitution, and was vague in that it referred to all towns, incorporated and unincorporated.

Ford Green Island Plant Installing 16 New Gas Furnaces

By S. E. KENNEDY

Cohoes, N. Y., Sept. 13.—Following out its vast expansion program officials of the Ford Motor Company at Green Island stated that sixteen new gas furnaces are being installed in the plant for use in the manufacture of batteries which will be one of the principal products in the future.

With the new equipment in operation the smelting process will be performed at the plant while the lead used in battery manufacture will continue to be gathered from northern New York. The smelting process was previously done at the Detroit plant.

In connection with operation of the new department it was stated at the plant that the company had made arrangements with the Municipal Gas Company of Albany for a supply of 1,500,000 cubic feet of gas daily, which will be increased as enlargement of the new unit takes place.

The use of gas in the new smelting furnaces will eliminate the use of coal, besides conserving hydro-electric power for the new assembly plant, which will shortly be in operation as a unit of the Green Island plant. With the operation of the furnaces and the manufacture of batteries seven hundred additional men will be employed.

Officials said that the lead and battery departments would replace other operations which have been discontinued. The rim department has been definitely eliminated and the workers are to be transferred to the new units. The new departments will be located in the main plant while plans are going forward for the erection of an addition which will be used for assembling purposes

(Continued on Page 2)

STOCKHOLDERS OF G. M. VOTE FOR CAPITAL CHANGE

Authorize Exchange of Two $25 Par Shares For One of Common

NEW YORK, Sept. 13.—Recommendations by the General Motors directorate to increase the common stock from $10,000,000 no par shares to $30,000,000 shares of $25 par were approved by stockholders at a special meeting in Wilmington, Del., yesterday.

The finance committee immediately authorized the issuance of two shares of the $25 par value common stock in exchange for each share of present no par value comman stock outstanding.

Exchanges of the old stock certificates for the new may be made on and after September 15. The new stock is now being dealt in on the New York Stock Exchange on a "when issued" basis.

This will be one of the largest operations of its kind ever put through the corporation, even exceeding in volume the clearance of the new United States Steel stock resulting from the 40 per cent. stock dividend by that company last spring.

The shareholders also approved the proposals to reduce the 6 per cent. preferred and 6 per cent. debenture stock to the amounts now

(Continued on Page 8)

OLDS SHIPMENTS IN AUGUST SECOND ONLY TO ITS RECORD MONTH

Lansing, Mich., Sept. 13.—The Olds Motor Works broke all August records last month. Total factory shipments not only exceeded any previous August record, but it was also the second largest month in the company's history.

Shipments so far this month and the schedules for the remainder of September presage another record. Schedules equal the total of the record-breaking August just passed and are considerably higher than those of last September, which was the record month of 1926.

During August the plants were working at capacity, but it was impossible to fill all orders, and more than 3,500 car orders remained unfilled at the end of the month. The same record production is being maintained this month.

SIR WILLIAM LETTS, managing director of Willys-Overland Crossley, Ltd., in England, is visiting in this country and is spending some time at the plant of the Willys-Overland Company in Toledo.

YELLOW TRUCK TO BUILD NEW HOME FOR OFFICES

Pontiac, Mich., Sept. 13.—The Yellow Truck and Coach Manufacturing Company of this city expects to let contract this week for construction of a new administration building, which will be a part of the $8,000,000 factory now being built. The administration building will be three stories high and have ground dimensions of 349 by 54 feet. Brick and limestone are to be used in the exterior. It will be built in front of the main plant and fronting on South Boulevard.

UPWARD TREND IN MOTIVE INDUSTRY CHEERS STEEL MEN

Automobile Output in Cleveland Supports Optimistic Views

By HAROLD G. McCOY

CLEVELAND, Sept. 13.—Steel manufacturers here in this heart of the industry which furnishes the bulk of the automotive steels find that production has hit the bottom and is starting upward.

More important to the automotive industry, these leaders are convinced that the upturn is due almost solely to improved conditions in automobile, parts and accessory production and that a steady improvement can be looked for during the remainder of 1927 as a precursor of materially bettered conditions early in 1928.

This situation was revealed during a canvass of the steel industry here by the Automotive Daily News. **The canvass revealed not only that steel producers find production demand increasing slowly but surely, with prices holding firmly, but that unbiased observers outside the industry as well as bankers more closely allied with the steel works report the same conclusions.**

"Steel production after a prolonged slump is slowly on the increase, with prospects that conditions will grow increasingly better as the first of the new year approaches," E. J. Kulas, president of

(Continued on Page 2)

Cadillac to Add Four New Body Types to La Salle Line

DETROIT, Sept. 13.—Having introduced the new Cadillac line last week, the Cadillac Motor Car Company will announce, during the next few days, four new La Salle bodies, according to Lawrence P. Fisher, president.

These will be a new town sedan on 125-inch wheelbase, at $2,650, and three types on 134-inch-wheelbase; a seven-passenger sedan and a five-passenger imperial limousine, both to sell at $2,795, and a seven-passenger imperial limousine at $2,895.

Commenting on the fact that this is the first time in Cadillac history the company places two entirely news cars—the LaSalle and the new Cadillac—on the market within a year, Mr. Fisher said:—

"Revamping of the Cadillac plants has been completed to increase production from a maximum of 30,000 to 60,000 cars per year. This anticipated combined production program of Cadillac and La-

(Continued on Page 2)

G. M. TRUCK IN RENO ON CROSS-COUNTRY RUN

Reno, Nev., Sept. 13.—Covering 703 miles during a 24-hour period since leaving Salt Lake City, Cannon Ball Baker, driving a General Motors Truck in a cross-country run, arrived here just 124 hours out of New York city.

The total distance traveled by Baker in the truck to this point is 3,412 miles, an average of 28.43 miles per hour. During the past 24 hours the pace has averaged 29.5 miles per hour. In this latest stretch, Baker traveled over roads which were mostly graveled, but deeply rutted. He also encountered a number of detours. The Buick six-motor continues to give smooth and steady performance, he reports.

Sir William Letts Sees Increasing Demand Abroad for American Cars as Economic Conditions Keep Improving

By C. C. GRISWOLD

TOLEDO, Sept. 13.—Steady improvement of economic conditions in England and continental Europe is producing a rapidly increasing demand for American motor cars, Sir William M. Letts of Stockport, England, declared on his arrival here yesterday.

Sir William, who accompanied President John N. Willys of the Willys-Overland Company on a recent tour of European automotive markets, came to the United States with him on business. Sir William is managing director of Willys-Overland Crossley, Ltd., of Stockport, England, which handles the

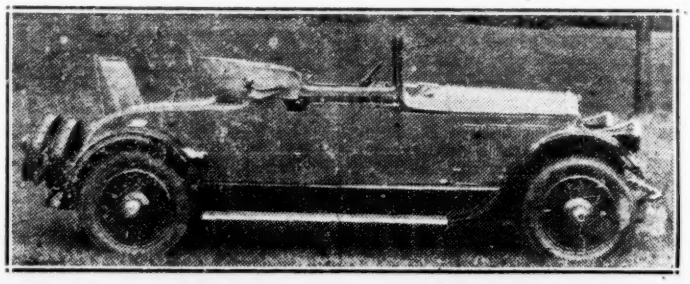
(Continued on Page 4)

JORDAN HOLDS 10-DAY DEALER MEETING SERIES

Cleveland, O., Sept. 13.—The Jordan Motor Car Company just concluded a ten-day series of group dealer meetings attended by its dealers from all over the country. The new eight-cylinder Jordan, equipped with the aerotype engine, was introduced to them.

The dealers, excepting those located in extremely far sections, drove home in new cars, and it is understood that a complete line will be in the hands of every dealer when detailed official announcement of the car is made in a few days.

PIERCE-ARROW SPECIAL convertible coupe, a late addition to the series 80, has a framework of northern white ash covered with aluminum plates, black walnut garnish rails, and Burbank top harmonized with color scheme. Price $3,350.



CLOSING TIME FOR ADVERTISING
copy 9 a. m. two days preceding publication date.

"Ford Plant" Swings Into Action on New York Stage While Dancers Interpret Birth of New Car Model

NEW YORK, Sept. 13.—The influence of the automotive industry on the pace of modern American life, recently expressed in the musical symphony "Flivver Ten Million," is now interpreted in a ballet just produced here under the title, "The New Ford."

While the symphony by Frederick Shepherd Converse dealt with the creation of a Model T, the dance, put on at the Colony Theater, gives a modernistic impression of the Ford plant swinging into action for production of the much-heralded new model.

The Marmein ensemble of nine dancers, clad in garments giving the effect of shimmering sheet steel, go through mechanical dance steps with machine-like precision against a setting of moving machinery by John Wenger, and in rhythm with screeching, whistling, sizzling factory music of Gustaf Holst.

This is the program's explanation of the dance, and it is not an exaggeration of what is seen and heard:—

"The great Ford plant, idle while changes are made, swings once more into action to produce the long-awaited new model. Huge dynamos set the machinery moving, piston rods shoot up and down, gigantic hammers fall, forges spit fire and cranes waltz majestically high in the air. Giant iron hands deposit with automatic intelligence vital parts of the new motor car. Energy, heat, power, motion blend in a rhythmic unity which is the very essence of modern America."

Cadillac National Service Meeting Will Open Sept. 27

Detroit, Sept. 13.—A national convention of service representatives will be held here by the Cadillac Motor Car Company on September 27, 28 and 29. Members of the Cadillac service organization from all parts of this country will be given an opportunity to make a detailed study of the new Cadillac.

N. Dreystadt

Service for the new car has been planned with great care by Nicholas Dreystadt, Cadillac general service trained automotive engineer and a specialist of many years experience in service and shop methods. He inaugurated a new and comprehensive service system a few months ago, installation of which has just been completed.

Under the plan inaugurated by Mr. Dreystadt, service operations have been so standardized as to make possible the same satisfactory service anywhere in the United States, the company announces.

To do this, yearly visits to the Cadillac factory by the service men of distributors and dealers have been arranged, and frequent detailed reports from distributors as well as periodic inspections of stations by factory service specialists are used to bring service everywhere to a high level of efficiency and maintain it at the same.

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Graphite and crude asbestos—felted, spun into an armored yarn, uniform in texture and size.

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Send for Details

Send in attached coupon—learn how Grafild helps get more jobs, get more profit.

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Please mail details of plan by which $100 makes $1000 for the brake repairman.
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Street and No.....
City..... State.....

WORLD BESTOS GRAFILD BRAKE LINING "Holds Wet or Dry"

OAKLAND COMPANY OPENS 1,700-SEAT CAFETERIA

Pontiac, Mich., Sept. 13.—The Oakland Motor Car Company opened its new cafeteria in the plant of the Pontiac automobile factory with a dinner to 350 business men. The cafeteria has a seating capacity of 1,700. Floyd Allen was present as special representative of Alfred P. Sloan, president of the General Motors. President A. R. Glancy of the Oakland Motor Car Company presided.

Cadillac Plans 4 New La Salles

(Continued from page 1)

Salles will be greater than any previous single year's production of all other companies in the fine car field. Production of the La Salle during its first six months has already surpassed the first twelve months' production of any other fine car.

"Preliminary quarter-million-dollar showing in the General Motors building, Detroit, during the past week included the complete line of new Cadillac with full line of La-Salles. The reception accorded these products seems to indicate world-wide appreciation of Cadillac's effort.

"We feel that in the higher development and refinement of these cars the desire of the public to possess finer and finer automobiles will materially broaden the fine car market."

Gould Co. to Open New Tire Factory

Hialeah, Fla., Sept. 13.—The Gould Tire and Rubber Company has purchased the old Jaialai building on Palm Avenue, and soon will begin remodeling it to house a modern tire and rubber plant.

The company expects to have the building ready for the installing of machinery by November 1, and actual manufacturing operations will get under way by Christmas.

This is projected as one of the largest and most complete plants of its kind in the South. The machinery ordered will amount to fifteen carloads, according to officials of the company. The concern is capitalized at $500,000.

WASHINGTON DEALERS PLACE IN GOLF TOURNEY

Tacoma, Wash., Sept. 13.—Ross Sutherland, secretary-treasurer of the Sutherland Company, Inc., of Tacoma, southwest Washington General tire distributors and automotive accessory dealers, was runner-up in the Washington state golf tournament recently concluded here, finishing second to Bon Stein of Seattle, who won the state amateur championship. Sutherland, a newcomer to championship matches, played a brilliant game. Harry Andrews, Aberdeen, Wash., Chrysler dealer, won the finals in the second flight of the tournament. Both were awarded trophies.

MOTIVE PROGRESS CHEERS STEEL MEN

(Continued from page 1)

Otis Steel Company and Midland Steel Products Company, told the correspondent.

"This increase is due almost entirely to the improved demand from the automobile and parts manufacturers. In the first place, most manufacturers are now in production on their new models after a period when their plants were being reorganized for production of these models. Furthermore, with the autumn at hand, with the usual stimulation of business as the fourth quarter nears, automobile buying appears to be showing marked improvement."

"It is true that steel production has turned the corner and that this is due entirely to automotive buying," said Col. Leonard P. Ayres, Cleveland Trust Company economist. "The improvement will be slow during the remainder of the year, but more marked as the new year dawns.

"Steel output is rising, due largely to buying by the automobile trades,"

Sid Black

Leon R. German

said Walter Doxsey, editor of the Daily Metal Trade. "Business is better, it is true, but it hasn't been bad. The trouble with the steel industry is that executives think business is bad unless it is booming."

Local automobile production appears to be keeping pace with conditions as indicated by the reports of steel executives.

Peerless production has just been stepped up 25 per cent., according to Leon R. German, vice-president, and sales of the new models indicate a vastly improved condition, Charles H. Tucker, general sales manager, reports.

September thus far has produced a business volume for Chandler-Cleveland equal to the peak of spring buying. Sid Black, vice-president and general sales manager, told Automotive Daily News. August production will probably be surpassed by that of September by several hundred.

An optimism lacking during the first months of the year is now evident among Jordan officials. They are confident the new aerotype Jordan eights will turn the tide, and reports of business done thus far with the new models, even in advance of detailed public announcement, coming from sources outside the plant, appear to bear out the situation as reported by Jordan officials. Amazing stories of the performance of the new eight are told here.

The improvement in business of the F. B. Stearns Company is no secret here. It has been steady since John N. Willys took over the business and H. J. Leonard was made president. Most important in the recent accomplishments of the Stearns Company has been the rapid expansion of the dealer staff, Leonard said.

Making Changes at Green Island Plant

(Continued from page 1)

with an output of two hundred cars daily.

The company is awaiting the appearance of the new Ford models before breaking ground for the new assembly plant, although it was said the new branch would be in operation within a short time. With this unit in operation dealers in this section will receive their entire supply of Ford machines from the Green Island plant.

An extensive piping system is now being connected with the Ford plant to furnish the gas for the new smelting furnaces, which will be in operation by October 1.

SPARKS from DETROIT

Rising Gas Tax Return

* * *

Motorizing Pontiac City

* * *

45 Papers on Steel

* * *

A Peculiar Sale

Walter Boynton—Detroit Editor

MICHIGAN'S gasoline tax receipts for August are up 20 per cent. over those of August a year ago. Receipts up to the 25th are $1,288,398, compared with $1,151,682 for the entire month last year.

* * *

When Edward F. Schlee and William S. Brock, Detroit round-the-world flyers, reached Munich, naturally the first thing they did was to drink Muenchener beer from steins that were handed to them as they stepped from the plane. Afterward they are on record as saying that a globe-girdling trip, with Munich and its beer included in the itinerary, is the greatest of all outdoor sports.

* * *

Urged on by the news that visiting long-distance aviators are not permitted to spend any money in London, several Scots are reported to have borrowed planes and gone into training for a long flight to Croydon Field.

* * *

Detroit Engineering Society will hold its first meeting of the season September 16, with a dinner, smoker and entertainment. Cliff Snyder is in charge of the program.

* * *

BEGINNING September 1, the city of Pontiac went on a combined street car and motor coach municipal transportation basis. The Detroit United Railway has established motor coaches as a supplemental means of solving the transportation problem, following the example of many other trolley lines all over the world. Because of the city's outstanding position in the automotive world, her citizens ought to feel more at home in motor vehicles than in street cars. The amazing growth of population has made additional service necessary—and motor coaches provide the natural answer.

* * *

Department of Commerce figures show that Detroit has the highest death rate from automobile accidents of any American city in the million class. For the year ended August 13, our unhappy distinction in this regard was to have a death rate of 29.7 per 100,000 of population, exceeding New York's record by 11.5 per 100,000. Thoughtful citizens are demanding that an intelligent survey of conditions shall be taken to uncover the difficulties and take the proper steps to correct them. Detroit has no desire to lead this sort of grim procession.

* * *

With more than forty-five papers on the program of its four-day Detroit convention, September 19-23, those in attendance at this gathering of the American Society for Steel Treating will have an opportunity to greatly enhance their knowledge of almost every phase of the metal industry. An international character will be given the meeting by the attendance of a number of distinguished scientists from abroad. Dr. Kotaro Honda and Sansuka Muira of the Tohoku Imperial University, Sendai, Japan, and Dr. Bengt Kjerrman of the S. K. F. Industries, Gothenburg, Sweden, will present papers.

* * *

Burglars broke into the home of Frederick J. Haynes, chairman of the board of Dodge Brothers, Inc., and stole a valuable rug and jewels valued at $2,000. The family was absent at the Haynes summer home, in Trenton.

* * *

L. C. PEED, general sales manager of Willys-Overland, reports a recent sales experience that almost took his breath away. In the course of the mail he received a letter from a small New Hampshire town containing a page torn from a well-known women's magazine with an order written on it for one Whippet roadster, together with a check for the f. o. b. Toledo price mentioned in the advertisement. Mr. Peed rubbed his eyes and then started machinery in motion. Getting in touch with, the dealer nearest the buyer, he instructed him to see the lady who had written the letter and the check and explain to her that the price of the car at her door would include freight and handling charges from Toledo.

Following instructions, the nearest dealer drove over to the little New Hampshire hamlet. No one there knew the

(Continued on Page 5)

Activities in the Passenger Car Field

CINCINNATI CAR SALES IMPROVING

August Registrations Of New Cars Gain 114 Over July

By ROGER BURLINGAME

CINCINNATI, Sept. 13.—An increase of 114 new car registrations last month compared with July is gratifying to Cincinnati dealers, and, in the opinion of President J. W. Tarbill of the Cincinnati Auto Dealers' Association, the jump in the month's registration is the forerunner of an upward movement that will continue throughout the fall period.

Although the increased sales for August, 1926, compared with July, 1926, totaled 150, local dealers point to the fact that Ford cars were selling last year in great quantities while this year there have been virtually no sales of Fords for the past few months.

Dealers are much gratified over conditions that prevailed in August despite adverse weather conditions, and a very apparent pickup during the last ten days is cited as an indication of the trend upward.

Total registrations of new cars for Hamilton county during August were 1,480, as compared with 1,746 in August, 1926. The fact that Ford was out of the picture last month again is pointed to as the reason for the 266 decreases, to a great extent.

Used car sales this year in August totaled 4,265, as against 4,313 in August a year ago, a falling off of only 48 cars. August used car sales this year were 210 greater than July. There was a very noticeable slump in July used car business, as compared with the year previous and the gratifying figures chalked up last month, in the opinion of dealers, is evidence that the public has come to realize that safety in the matter of used car purchases necessitates transactions with legitimate dealers, investigation showing that of the 4,265 used car sales last month, 86 per cent. were made by members of the Cincinnati Auto Dealers' Association.

While the sales volume for a scant dozen better known cars showed unusual increases that brought up the total for last month, business with the majority of dealers showed a falling off as compared with last year, but in these instances the decrease was regarded as in line with the falling off in general business and occasioned no uneasiness.

"Every indication points to a consistent demand during the next three months, at least," said President Tarbill of the Dealers' Association. "There is nothing to indicate an automobile boom period, but we can all be assured, I think, of a continuation of the upward movement which became apparent in August and which has shown even greater strides during the first week of the present month."

A brief resume of conditions, as seen by Cincinnati dealers, follows:—

H. R. Moncrief of the Leyman-Buick Company says August sales were far ahead of last year. We are now 400 orders behind. Used cars are moving steadily and our inventory is low.

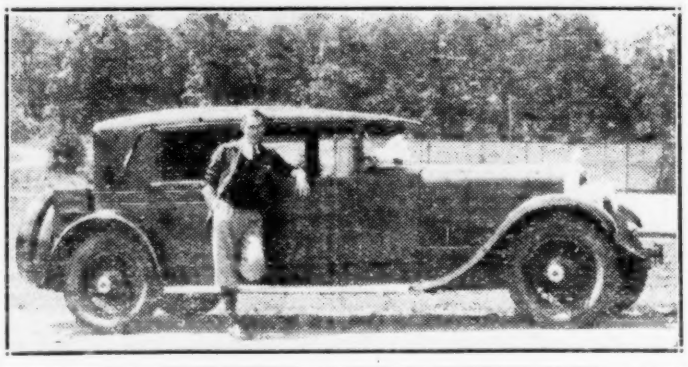
E. A. Kruse of the Fulton-Kruse Motor Company, Franklin distributor, reported that August sales were considerably greater than a year ago. Used cars also are moving satisfactorily.

C. C. Long of the Hodge-Long Motor Company says: "Our August business was 33 1-3 per cent. above the same month in 1926 and the outlook for fall business is bright."

Dr. H. O. Brunton of the Cincinnati Automobile Company, Stutz distributor, reports that inability to get cars handicapped his company in August. We made the sales, but could not deliver. September started off splendidly, and I foresee a great big fall demand.

Charles Schlear of the Charles Schlear Motor Car Company, Hudson-Essex distributor, states that August sales were way over last year and September has started much better than August. We are moving used cars rapidly and our stock is unusually low.

A GOLF CHAMPION'S CHOICE. Tommy Armour, open and Canadian golf champion, is shown standing beside his Stutz Weymann sedan, which was recently delivered to him at the Youngstown Country Club.



CHICAGO A. T. A. PLANS ITS ANNUAL OUTING

Chicago, Sept. 13.—More than 200 invitations have been issued by the Chicago Automobile Trade Association for the annual cuting to be held at Grand Beach, Mich., next Thursday.

The guests will leave Chicago early in the morning, arriving at Grand Beach before noon. After luncheon they will pair off in an eighteen-hole handicap tournament, and those who do not play golf will be listed for a horseshoe pitching contest. The tradesmen will remain over Thursday evening at the Grand Beach Hotel and return to Chicago in time for business Friday morning.

AUTOMOBILE SHOW BIG FEATURE OF STATE FAIR

St. Paul, Minn., Sept. 13.—The automobile show was the center of attraction this year at the Minnesota State Fair, held during the week in this city. Attendance at the automobile show on the opening day of the fair was estimated at 25,500—double the opening day attendance last year.

Newest models of every make of car sold in the Twin Cities were on display, and orders for fourteen cars were reported today. Automobile display rooms throughout the city arranged special exhibits for state fair week.

AIRPLANE RIDE OFFERED WITH EACH CAR SOLD

Des Moines, Ia., Sept. 13.—A novel way of selling automobiles has been introduced by the Williams Auto Market, 1311 Grand Ave. During the company year they will give a free airplane ride with every purchase of either a new or used car purchased from them, according to the management.

DEALERS EXHIBIT AT ROCHESTER EXPOSITION

Rochester, N. Y., Sept. 13.—A record number of automobile dealers displayed cars at the Rochester Exposition here last week, the automobile section taking on the proportions of a fall automobile show. The latest styles in motordom were on exhibition in the main building.

Dealers and cars represented at the exposition follow: George W. Henner, Oldsmobile; George W. Stafford, Jordan; Paige Sales Company, Inc., Paige; Miller-Lee Motors, Willys-Knight and Overland; Buelte Motors, Chandler; Du Bois & Wehle, Falcon-Knight; Sherman & Kreppeneck, Velie; Gallagher Motors, Studebaker; C. L. Whiting, Buick; Cunningham-Joyce Motor Corporation, Chevrolet; Alliance Motors, Inc., Chrysler; Sargent-Baker, Inc., Oakland, Pontiac; Thomas J. Northway, Inc., Reo; Holvey-Selden Sales Company, Selden trucks; E. J. Horton, Inc., Dodge.

CHRYSLER SALESMEN IN EAST HOLD CONFERENCE

New York, Sept. 13.—The supervisors and salesmen in the Eastern territory of the Chrysler Sales Corporation met at Hotel Pennsylvania last week for their annual conference. Twenty-five men were present.

J. E. Field, vice-president, was chairman of the meeting, assisted by J. W. Frazer, general sales manager. Both Mr. Field and Mr. Frazer came from the Detroit home office.

TRAINLOAD OF STARS

Rock Island, Ill., Sept. 13.—A trainload of new Star automobiles arrived in Rock Island over the Burlington route for the Service Motor Sales Company, 1612-14 3d Ave., Rock Island. The trainload consisted of 138 Star cars, being the largest number of automobiles received in one shipment by any dealer in the tri-cities.

Chevrolet Co. Fetes Its Star Salesmen

DETROIT, Sept. 13.—In honor of 2,790 retail salesmen who, during the selling year ended August 1, achieved membership in the company's "72 Car Club," the Chevrolet Motor Company is now sponsoring a series of nationwide holidays topped off with banquets as a tribute to their achievement.

The 72 Car Club is a star salesman's organization. Membership rights require the sale of 72 cars within a year. This year's roll is three times that of last year, when 873 salesmen qualified for membership. Among the 1927 club members are 583 who also qualified last year and have accordingly been presented with a diamond emblem by the company. During the 1926-27 period the club members sold more than one-fifth of the 990,109 units produced by Chevrolet in that time.

Those who won membership rights in the club this year are being feted for one day at a series of special celebrations being held at the headquarters of the forty-three zone sales offices during the first half of this month.

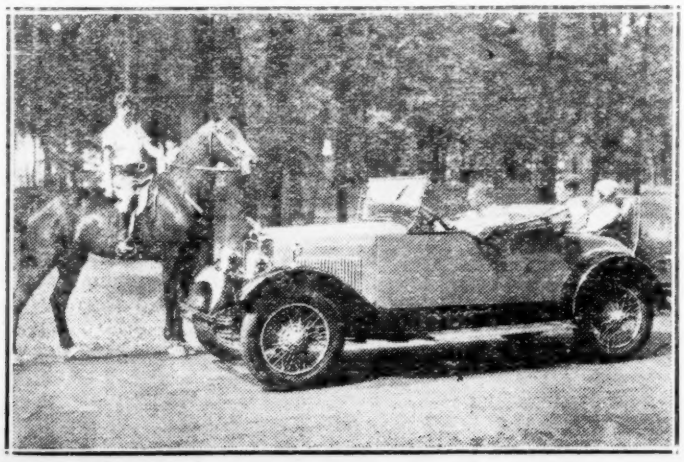
NEW FIRM STARTS

Columbus, O., Sept. 13 (U. T. P. S.).—Orr S. Zimmerman, Inc., has been chartered with a capital of $50,000 to deal in automobiles, both new and used, parts and accessories and to operate a service station. The concern will distribute the Oakland and Pontiac in five counties in central Ohio. Incorporators are Orr S. Zimmerman, Charles Zimmerman and Hugh M. Bennett.

APPOINTS DEALERS

Portsmouth, O., Sept. 13 (U. T. P. S.).—C. M. Schleinhege & Sons, distributor for the Oakland and Pontiac in southern Ohio and a portion of Kentucky, announces the appointment of Cole Brothers, Wheelersburg, O., and S. T. Reeder, South Portsmouth, Ky., as dealers for those lines.

NEW ERSKINE SIX sport roadster, a recent addition to this line, is finished in two-tone lacquer and fitted with wire wheels. The car has a top speed of 60 m. p. h., accelerates in 8½ seconds from 5 to 25 m. h. p. and climbs an 11 per cent. grade in high gear.



for Economical Transportation

CHEVROLET

For eight consecutive months, Chevrolet production and sales have exceeded those of any corresponding months in the history of the Company. This spectacular and consistent demand for Chevrolet products has made the Chevrolet dealer franchise one of the soundest and most desirable in the entire automotive industry.

CHEVROLET MOTOR CO., DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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Education and Buses

DOWN in Texas a new school law has just been put into effect providing that every school child under 21 years of age, who has completed the grades offered in the public schools of his home district and cannot get a high school education in his home area, is entitled to free tuition in some high school in his home county.

Many districts in Texas do not have high schools, the grade classes being as high as education there goes. The result is that many scholars are going to demand the high school education that the law insures them, and the only way they can be transported to the nearest high school will be in motor buses. As a matter of fact, the city of Dallas has already purchased a fleet of ten buses to bring children in to the city high schools from districts where there is no "high" available in the home area.

Motor bus manufacturers will probably find Texas a fertile field for exploitation during the next few years.

Driving for Health

WHEN the average man drives his motor car he probably never gives a thought to the effect the operation may have upon his health. He may think vaguely that it is good for him to be out in the open air, but he never would class driving his car as "exercise."

The medical department of the University of Wisconsin has just issued a bulletin which shows that driving a car is a healthful form of exercise for the average man today. Swinging a wheel brings into use the arm and shoulder muscles that most of us under the conditions of modern life use very little. Turning the wheel also gives the muscles of chest and stomach a little something to do.

As a matter of fact, the average man living the ordinary life of the present time gets his exercise in a badly balanced form. He has to walk a considerable distance, even though he dislikes the effort. The legs get quite a bit of use, but the arms and shoulder muscles are used rarely. Of course, walking in the fresh air is one of the best health preservatives that can be found, and the man who walks a given distance every day and then drives his car is going far toward balancing his exercise.

Don't Worry

"DON'T worry. Relax, settle back and enjoy life. If there's any worrying to be done let the pilot do it; that's what he is hired for."

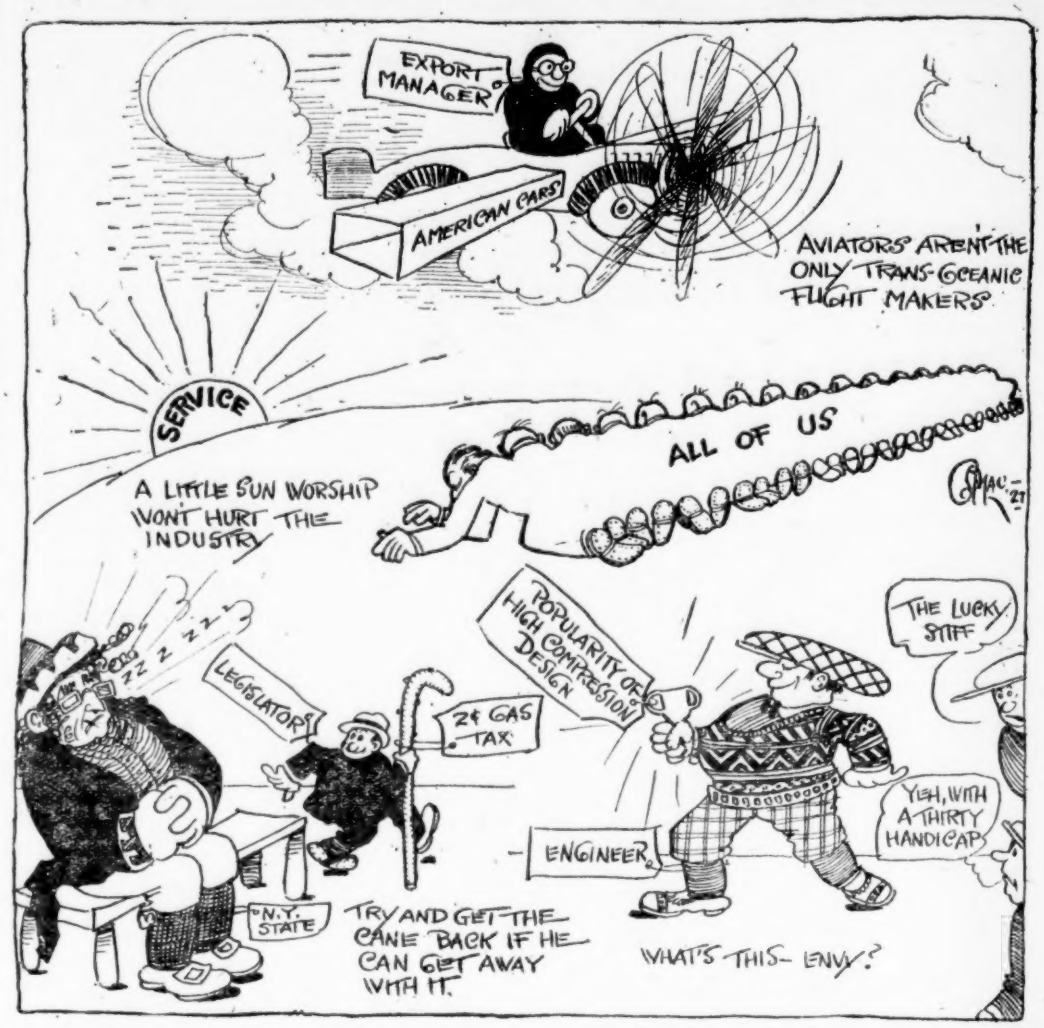
So runs the suggestion on how to enjoy an airplane ride as printed on the back of one of the folders put out by Henry Ford's aviation organization.

The cynical may let their minds revert to the ancient story of the optimist who fell from the twentieth story of a high building and remarked to himself as he passed the tenth floor, "All right so far."

Nevertheless, there is in these Ford aviation maxims a suggestion of the practical stage at which aviation is arriving. The folder tells in detail the minute and systematic inspections to which Ford planes are subjected and the care used to conserve the safety of passengers under all conditions of flight.

England has been fighting for a new motor car lighting bill to replace the present unsatisfactory law, but the farmers were able to bring enough pressure to bear to emasculate the proposed measure, and now the motoring interests declare they are no better off than before.

Here and There in the Trade Headlines—By MacConnachie



Year Book Shows Arbitration Use in Automotive Field

New York, Sept. 13.—The extent of the growth of arbitration machinery for settling commercial disputes is shown in the first Year Book on commercial arbitration prepared by the American Arbitration Association, 342 Madison Ave., New York, and published by the Oxford University Press, American branch.

This Year Book contains a survey of more than 100 trades and professions using arbitration in settling disputes, as well as the arbitration machinery and facilities of fifty-one chambers of commerce and more than 409 trade and professional organizations.

Herbert Hoover, in part of his foreword to the book, states: "Altogether, the record which the American Arbitration Association presents in its first Year Book is a most impressive document on business co-operation for the elimination of waste, the reduction of costs and the promotion of good will."

The section devoted to the automotive industry, the first in the survey, shows that, while the industry has had a limited experience with arbitration, some trade associations in the industry have been using arbitration as a means of settling disputes for years.

The facilities for arbitration for such organizations as the Automotive Equipment Association and the National Standard Parts Association, as well as others, are given in full, together with such other information which goes to make the arbitration records of these associations complete.

Among other associations in the automotive industry which are declared to be active in arbitration work are: Automotive Equipment Association, Automotive Manufacturers Association, National Standard Parts Association, Iowa Automotive Merchants Association, Automobile Trade Association of Philadelphia, Pittsburgh Automobile Dealers Association and the Automotive Merchants Association of New York.

Among the directors of the American Arbitration Association are Jules S. Bache, banker and director of the Chrysler Sales Corporation; Lee J. Eastman, president of the Packard Motor Car Company of New York; Charles M. Schwab, chairman of the Stutz Motor Car Company of America; Charles B. Seger, president of the United States Rubber Company, and Owen D. Young, director of the General Motors Corporation.

Sees American Cars in Greater Demand Abroad

(Continued from page 1)

sale of Willys-Overland products in continental Europe, the British Isles and certain other parts of the British Empire.

"The business of Willys Overland in our territories has increased 100 per cent. in the last year," said Sir William, "and this represents the sale of many thousands of cars over last year's total.

"European demand for motor car comfort and reliability is constantly providing increased opportunities for the sale of American cars.

"Prospects for increased sales have never been better. The man with a small income feels that his requirements of modern transportation have been met by the low-priced light car of high quality and low maintenance cost and many of our workmen in England now come to the factory in cars—an unheard of thing ten years ago.

"There is everywhere a growing optimism and confidence that business is going to be much better and healthier in the year just ahead. This confidence is particularly evident in England, Germany, France, Australia, New Zealand and South Africa. Everywhere people are sold on the convenience and economic value of the motor car and are wanting cars in greater quantities than one would have dared anticipate a few years ago.

"The payment plan for retail purchase of cars, though not so popular as in America, is growing in favor.

"England and the continent are following the American trend in closed cars, and are rapidly forsaking the open models.

"The Whippet four-door sedan is the most favored model. These cars sell in Toledo at $725 factory price, or $765 delivered, with standard equipment. In England, due to a 33 1-3 per cent. duty charge and transatlantic freight costs, the same car costs the purchaser £240, or approximately $1,165.

"Current competition has brought the price of gasoline down to 30 cents per gallon, which is a relief from the 40 to 50 cent prices previously in effect."

Willys-Overland Crossley, Ltd., has its main plant in Stockport (Manchester), England, and subsidiary plants in Spain and Belgium—with an additional assembly plant contemplated for Germany, where the motor car market is improving with exceptional rapidity.

SPARKS

(Continued from Page 2)

energetic buyer, but the postmaster recalled that she was on a rural free delivery route, and that the postman had never seen her, although he occasionally delivered mail at her house and picked up outgoing mail at the same place.

A drive to the house followed, and a long interval of trying to rouse the lady. After some delay, she opened a second-story shutter and inquired the nature of her caller's errand. When the matter was explained, at long distance and in loud voice, she finally came down, wrote a check for the balance, and later accepted delivery of the roadster.

"I have been selling automobiles for a good many years," said Mr. Peed, "but that transaction, I believe, was the most peculiar that has ever come to my attention."

Dr. Howard Hyde Russell, founder and associate superintendent of the Anti-Saloon League, said the other day at Battle Creek that there are between 15,000,000 and 20,000,000 voters in the United States "who are opposed, in varying degrees, to the Eighteenth Amendment to the Constitution." Dr. Russell is to be congratulated on his powers of observation.

Austin, Tex.—The first of the 1928 Texas automobile license plates to reach Texas have arrived at Galveston. They are maroon with white figures.

In the Tire, Truck and Auto Bus Field

NEW TRUCKING SYSTEM DEVISED

Furniture Firm Keeps Big Fleet Busy; Sells Units

CINCINNATI, Sept. 13.—Expansion plans announced by the Mayflower Transit Company, national furniture movers, operating over the greater part of the country east of the Massissippi and north of the Ohio, are evidence of the healthy development of motor truck transportation and indicate the vast field open to hauling companies conducted on strict business principles.

According to President C. M. Gentry, a special effort is made to insure truck life through constant attention to mechanical equipment, along with an elaborate cost system and painstaking effort to cut down overhead and confine upkeep and operating expense to a minimum.

Starting in business with a small fleet of individually owned trucks, operated under the auspices and direction of the company's headquarters staff at Indianapolis, the company now touches a score of the large cities and its truck fleet has grown until today more than fifty vans are moving about the territory under the company's supervision.

All Mayflower trucks are owned by individual truckers. The company is a national buyer purchasing units in quantities and selling them to individuals, completely equipped and ready to go, for a small down payment. By complying with the company's requirements the operator then becomes a member of the Mayflower family and is given continuous work.

Each truckman has what he calls his "home office," but when in transit reports to the office of the company he passes through, where the company maintains a branch office, for instructions.

A reporting system is maintained among widely scattered offices showing the location of each unit at all times. If at any time a truckman has bad luck and is going to be delayed more than four hours on his schedule he sends a telegram to the shipper or to the manager of the company's office in the city to which his shipment is destined.

Each operator looks to the servicing of his own truck. The company maintains a central service station at the headquarters in Indianapolis and every truckman reports to that service station upon reaching Indianapolis for a general check-up.

The company's agreement upon sale of the truck provides that it shall keep the truck bodies painted in consideration of the carrying of the company's ad, solely, on the sides and ends of the van and no truckman is permitted to put lettering of any character, other than those ads, on a Mayflower truck. The bodies are painted two or three times a year, depending on conditions, efforts being made to keep them looking spick and span at all times.

The idea of having the truck individually owned has proved highly successful, according to Mr. Gentry. The operators are considered a part of the company and this, he declares, has a psychological effect that proves most helpful.

STRATEGICALLY LOCATED at the entrance to the bridge spanning Tampa Bay to St. Petersburg, the new Goodyear Tire and Rubber Company branch building at 306-8 South Franklin St., Tampa, has remarkable sales possibilities. The building is 100x100 feet, two stories high, with 20,000 feet of floor space for storage and display.

WESTERN SALES CHIEF FOR GENERAL OPTIMISTIC

Denver, Col., Sept. 13.—Optimistic reports of General tire business in the west are made by Howard F. Smith, Western sales manager of the General Tire and Rubber Company, who was in Denver recently as guest of Alex Burke, manager of the Silver State Rubber Company.

Mr. Smith had visited Los Angeles, San Francisco, Portland, Seattle, Oakland, Salt Lake City, Dallas, and other western cities. "The West is quite in tune with the rest of the country, in buying more tires this year than ever before," he said. "Our percentages of gain in the various places I have visited have ranged from good to phenomenal in the first half of 1927, and nothing can prevent an excellent record for the rest of the year."

NEW TIRE FIRM

Butler, Pa., Sept. 13.—The Tire Sales Company, specializing in Miller tire products, has been opened at 235 East Jefferson St.

CHICAGO DEALERS ON NATIONAL PARK BUS TOUR

Chicago, Sept. 13.—Several Chicago automobile dealers are among a party of information bureau managers who are making a fifteen-day trip over the National Parks Highway to the Yellowstone National Park and return, under the auspices of the National Parks Highway Association, of which A. W. Tracy is secretary-manager.

It is a test trip made by a Fageol parlor car coach from the Royal Blue Line of Chicago. If the trip is a success and the highway proves all that it is painted, it is planned to install a fleet of sight-seeing buses to the famous playground. The total mileage from Chicago to the park is 1,547 miles, which is paved or good gravel road most of the way.

Dealers' Association at Rochester Solves Problem of Cruising Taxicabs

ROCHESTER, N. Y., Sept. 13.—In the following article R. J. Menzie, executive secretary of the Rochester Automobile Dealers' Association, tells how the association solved the traffic problem created by "cruising taxis":—

Over two years ago Rochester traffic started to be very dense on our main thoroughfares, and with this an increase in the number of taxicabs. An increase in the latter brought along with it a supply of taxis really more than the public demanded, so that each machine was "hungry" for business.

This condition became very congested on South Clinton Street, which has on it one of the big hotels and three theaters. Two years ago it was very difficult for any one to drive on this street, due to the fact that there were about seventy-five taxis going up and down the street and darting out of the side streets.

To correct this situation, Charles P. Gallagher, a director of the Rochester Automobile Dealers' Association and the captain of the traffic department of this city, worked out a scheme which operated very successfully. About a quarter of a mile from this theater and hotel district is a large park and public building seldom used, with wide streets surrounding it.

It was suggested that the taxicabs be stationed in this vicinity in a line-up, that a bell and signal system be installed operating from the hotel and theater which could signal the taxi stand when another cab is needed. Four taxis were allowed to park by the stand near the theater, and as one of the cabs was called the hotel doorman pushed the button signaling for another cab to take its place in front of the hotel. This system is as perfect as could be worked out.

The telephone company that had the installation of this system would not take a guarantee of payment from the several taxi companies and it looked as if the plan were to fall through. The Rochester Automobile Dealers' Association stepped in at this time and guaranteed the payment of this monthly bill to maintain the bell and signal system until such time as the taxi companies were able to get together and take care of the payment themselves.

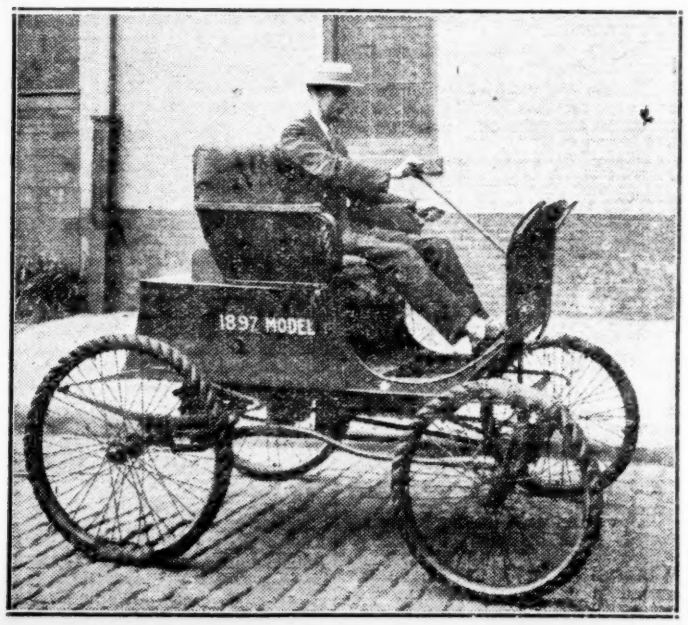
This system has been installed for over a year and is working perfectly. There is no cruising of taxicabs in this congested area, leaving room for other cars. Taxicab companies are also pleased, because it relieves them of the expense of useless driving, decreases the number of accidents and maintains a sufficient supply of cabs at hotels (four cabs should ordinarily be a sufficient number, as others can be called from their distant stand to fill their places as vacancies arise).

This has been a great boon, not only to traffic on South Clinton Street but also to the merchants, as it allows their customers the use of the street.

HARKNESS CO. FORMED

Fresno, Cal., Sept. 13.—L. W. Roessler and Willard Howison have become associated with Charles B. Harkness in the new firm to be known as the C. B. Harkness Company, successor to Dostal & Harkness, tire and automotive dealers. The firm will be exclusive distributor for Mohawk tires. A battery and the management of Harry Townsend, formerly of the United Auto Electric Company. electrical department will be under

AN 1897 AUTOCAR—One of the oldest of the entries in the ancient model automobile race held at Atlantic City on Labor Day is shown below. The driver, H. M. Brion of Stonehurst, Pa., claims that the car will travel at the rate of nine miles per hour if the tires hold out. The Autocar Company now manufactures trucks only.



Pontiac Sales for 1927 PASS 100,000 MARK During August!

100,000 Pontiac Sixes sold between January 1st and August, 1927! Eclipsing even itsown amazing record for 1926, the Pontiac Six is now climbing swiftly toward a higher, more sensational goal.

Such a car alone offers an opportunity to dealers well worth investigating. But when the Pontiac Six is linked with the Oakland All-American Six, the franchise that unites them rises above the general run of dealerships as a lighthouse rises above the sea.

That is why the Oakland-Pontiac Double-Profit Franchise continues in such active demand. If you want to know more about this franchise, fill in and mail the coupon today!

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.

Department G,
Oakland Motor Car Co.,
Pontiac, Michigan
Please send me, without obligation, the story of the Oakland-Pontiac Double-Profit Franchise.

(Name).....
(Street and No.).....
(City and State).....
9-27

OAKLAND-PONTIAC
Double-Profit
Franchise

News of the Accessories and Parts Field

Selling Service With Cars Breeds Profit and Trust

By C. P. SHATTUCK

IT is generally admitted that it is high time that the car dealer's service should be sold, merchandised.

"Sell the owner," cry the service experts. "What is needed is salesmanship in the repair department," say others.

Granting sales methods and salesmen are needed to put the message across, when and where should this selling start?

Is the success of the selling wholly up to the service department from start to finish? It is the belief of the writer that too often the service department is called into consultation, as it were, after the car owner has formed the wrong ideas as to what service really is and why it is. In other words, too many owners are started wrong somewhere in the dealings with the car dealers' establishments. And it is a mighty tough job to correct bad habits.

Some dealers who are making a success and profit with service start the buyer of a new car right, particularly a brand new customer. The older need a different treatment. These dealers not only sell the car right, but break the sad news to the buyer that any and every car requires attention from time to time, and then take the new customer by the hand and introduce him to the service head, greeter, or that person who has the ability to make the first sale in service. And the first sale is getting the owner's confidence and establishing the almighty important contact.

Then there is another method, that of selling a new car and some time thereafter giving the name of the buyer to the service department. Some departments actually believe that there are no exceptions to the old saying, "They won't come in until they get in trouble." Circular and form letters, when properly compiled and intelligently used, get certain results. But none is so effective as the personal contact with the owner by the service department.

The independents' ace in the hole is this personal contact. Note how many owners patronizing these shops speak of the boss as Bill, Tim, Jim and Pete.

First Service Sales

The original and first sale of service should start with the car sale. By this is not meant that the salesman should overpraise the efficiency of the service department or paint pictures in words that cannot be produced mechanically. But the salesman could tactfully introduce the subject of service and before the owner drives away with the new car place him in contact with the service department.

Now, if the car is not delivered right, the owner is going to meet the service and will continue to do so until the car is made right. That's as it should be. The buyer is entitled to a satisfactorily operating car.

If the service department functions as it should it will obtain the confidence of the owner, and, particularly if a brand new owner, start that owner right. It is not a desire to keep the shop full of work and make profits that actuates a real service department. It is quite the reverse. A dealer with the right kind of service knows that the car he represents will give dependable, satisfactory and economical service if given minor attention from time to time. Correct lubrication, minor adjustments and attention are the factors making for minimum maintenance costs.

It can be safely asserted that if the type of service head we refer to as being 100 per cent. could compel every owner to follow his instructions the volume of service business would shrink to small proportions.

Every model and make of car requires more or less attention. The dealers and their salesmen know it, so do the service heads and the mechanics. The more the owner neglects the more he pays. And the more he has to pay the louder he yells.

Who should inform the car buyer that there is an expense attached to an automobile other than fuel and oil bills? Should it be the salesman, the dealer or the service department?

Watson Executive Is Now Candidate for Hole-in-One Club

Philadelphia, Sept. 13.—V. W. Dow, manager of distribution of of the John Warren Watson Company of Philadelphia, manufacturer of Watson Stabilators, qualified recently as a member of the Hole-in-One Club.

Playing on the Pennsylvania Railroad Golf Course at Brookline, Pa., Mr. Dow picked a mashie to drive the 141 yards on hole No. 3. The ball landed on the green with the pin still in the hole. After searching in all traps and the rough, he finally found the ball in the hole.

Mr. Dow was playing with his son, Allen, who, with the caddies, bears witness to the proceedings.

HOUDE REPORTS AUGUST AS MOST PROFITABLE MONTH IN MANY YEARS

Buffalo, N. Y., Sept. 13.—The month just closed has been one of the most profitable in the history of the Houde Engineering Corporation, manufacturers of Houdaille shock absorbers, and sales were 60 per cent. greater than for the month of August last year, W. A. Clare, vice-president and sales manager, stated in an interview.

During the past week the following Houde representatives have visited the Buffalo manufacturing plant, and report a fall outlook that is more encouraging than any season of the past: Wilbur Shultz, Cleveland distributor; Lacy L. Redd, Philadelphia distributor; Knight G. Zoller of Western Houdaille Company, Los Angeles, Cal.; Ray Bishop of the Kansas City branch; C. D. Cooley of the National Tire Company, Pittsburgh.

STUDEBAKER NORTHWEST SERVICE MANAGERS MEET

Seattle, Wash., Sept. 13.—Plans are being perfected for the meeting of Studebaker service managers of Washington and British Columbia in Wenatchee, Wash., on September 17.

The sessions will be at the Columbia Hotel, and will be featured by a talk on "Welding" by George S. Pearson, president of the Pal-Weld Manufacturing Company of Seattle.

MISS DUFFIELD TO MARRY

Chicago, Sept. 13.—J. E. Duffield, assistant to William M. Webster, commissioner of the Automotive Equipment Association, announces that the marriage of his daughter, Elizabeth Ann, to William C. Savage will take place September 17. Mr. Savage has been identified with the advertising business in Chicago, and is now associated with the Fraser-Wilson Company, advertising agents, in St. Louis.

BATTERY AND BRAKE SERVICE

Elizabeth, N. J., Sept. 13.—Union County Battery and Brake Service Company has been organized in this city for the purpose of selling and servicing batteries and brakes. The company is authorized to distribute 1,000 shares at no par value. The incorporators are Alexander G. Beusse, E. M. Beusse, both of Hillside, and George and J. H. Motsch of Newark.

Many N. Y. State Plants Working Overtime

By E. S. KENNEDY

COHOES, N. Y., Sept. 13.—Review of the automotive field for the past week showed night schedules in effect in several of the larger plants with prospects for continuation during the remainder of the year at least.

This is particularly true of the plants turning out brake linings and kindred products which have experienced the best summer season in their history.

At Watertown the Northern Auto-Parts Company has resumed full time operations following last week's fire, which for a time threatened destruction of its entire plant on Sewall's Island. For the first time in a number of years the New York Air Brake has operated during the entire summer without a shutdown, although on a four day weekly schedule. During the last week the company returned to full time schedules, due to the large number of orders to be filled.

Officials of the Ford Motor Company, Green Island, are urging the construction of a new bridge to connect the plant with the Troy side, it being claimed that it would be a connecting link in the firm's shipping system besides aiding in the proposed expansion plans. A corps of motor trucks is now engaged in conveying lead from mines in the northern New York territory to the Green Island plant, where it is later made into batteries following the initial conversion into lead plates. The manufacture of springs, wheels and the assembling of cars are being conducted on an extensive scale, while expansion plans now under way will make the plant one of the largest of the Ford chain.

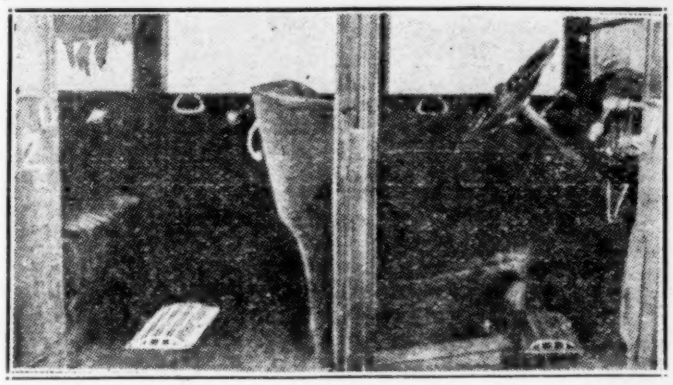
The Slade Products Corporation, Watervliet, and the Little Falls Fibre Company, Cohoes, are among the plants producing brake linings which report night operations in addition to capacity day schedules. Both firms have experienced unusually good business during the past summer.

At Albany the Cox Brass Manufacturing Company, maker of shock absorbers and bumpers, was damaged considerably last week when Tivoli Creek overflowed its banks and flooded the cellar of the firm's plant. Operations were hindered somewhat for a time, but full-time schedules were again resumed this week. The plant of the International Truck Company was also slightly damaged by the swollen stream.

New Automotive Equipment

This department is devoted to the newest development in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

JUMBO KLEENAIRE HE ATER AND VENTILATOR



An interchangeable shoe which fits variously sized exhaust pipes is used for installing the heating element, guaranteed not to crack or leak, which is controlled from the dash by means of a handle. A cam on the register controls the ventilator located underneath the heating element. Regulation of the air flow works hand in hand with the regulation of heat supplied. Offered in three models: universal model, with aluminum register for all cars from Ford to Master Buick, $10; de luxe model, for Master Buick size cars and larger, $20; twin-register sedan type, as shown, for any sedan, $20. The Price-Hollister Company, Rockford, Ill.

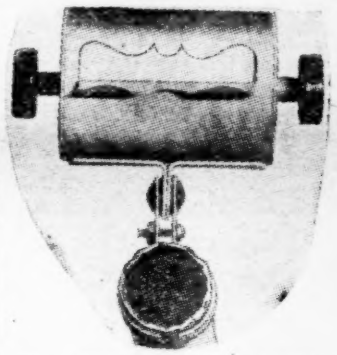
MOONBEAM SIGNAL FINDER

This accessory, made of ground and polished crystal glass, is cemented to the windshield in such position that traffic lights ahead of the car, which are apt to be obscured by the visor or sunshade from the driver's view, are made visible by bending of the rays. With cement and instructions for attaching, $1. The Moonbeam Manufacturing Company, 12510 Mayfield Road, Cleveland, O.

PARKING LIGHT CONTROL

This consists of a clock on the instrument board wired so that parking lights are automatically turned on and off by it at the proper time night and morning. Clock Control Light Device Company, St. Louis, Mo.

CIGARETTE DISPENSER AND HUMIDOR



The Dispensador has a humidor built into it and is attached to the steering column so that it is always in reach, and a single turn of the knob drops a cigarette on to the serving shelf. Furnished standard in Tuscon bronze finish, it is available also in Chinese red, apple green, French blue, Roman gold or battleship gray. Retail price, $3. The Norlipp Company, 572 West Congress St., Chicago.

S. A. E. Delegates to World Motor Congress Sail Nov. 2

New York City, Sept. 13.—A tentative itinerary for the European trip of members of the Society of Automotive Engineers who wish to attend the annual World Motor Transport Congress which will be held November 14 to 16 at London, England, has been announced. The invitation is open to all members who find it practical to make the trip.

According to the present plans, members who wish to attend the Congress as a group will sail from New York on the S. S. Berengaria on November 2, arriving at Southampton and London on November 8. November 9-12 will be given over to informal visits, leaving time for official attendance at the morning and afternoon sessions of the Congress on November 14, 15 and 16.

Arrangements will be made also for attendance at the International Commercial Motor Transport Exhibition at Olympia, November 17-26.

Visits to the British factories are planned for November 28-29, and a dinner given by the Institute of Automobile Engineers on November 30 will officially close the trip with the exception of those who wish to make the homeward voyage as a group. For such members, arrangements are being made for a return trip on the steamship Berengaria, sailing from Southampton December 6, and arriving in New York December 12.

Subjects to be discussed at the congress include:—

1. Road construction and improvement in relation to the development, efficiency and economy of road transport.
2. Motor transport as an instrument of development of world resources.
3. The necessity for co-operation between road and rail transport.
4. The development of motor vehicles suitable for service on bad roads and for cross-country use.
5. The improvement of facilities for international travel by road.
6. Fuel and fuel supplies for road motor vehicles.

Written communications received will be distributed to all delegates in advance of the congress. These will not be read at the sessions, but the delegates contributing them will be asked to summarize main points and lead a general discussion.

Other events of interest abroad at this time include: October 6-16, Paris Motor Car Show; October 13-22, British Motor Car Show; December 3-12, Brussels Motor Car Show.

KENOSHA PLATING AND SUPERIOR METAL MERGE

Kenosha, Wis., Sept. 13.—A recent consolidation is that of the Superior Metal Products Company, Inc., formerly located at 6125 26th Ave., and of the Kenosha Plating Company, formerly at 1316 56th St. The new company is retaining the name of the Superior Metal Products Company, and is located in the plant formerly occupied by the Specialty Brass Company at 2219 69th Ave.

The new company will continue the business of both firms. The Superior Metal Products Company was engaged in the manufacture of automobile lighting devices, including the Superlite, Morulite and Supersearchlight, in experimental and mechanical model contract work, and in the making of patterns, both of wood and metal. The Kenosha Plating Company has been engaged in a general polishing of copper and nickel and silver plating business.

HILT, SALES MANAGER OF YOUNG RADIATOR

Racine, Wis., Sept. 13.—J. J. Hilt has been made sales manager of the Young Radiator Company. Previously he had been with the Racine Radiator Company and its predecessor, the Perfex Radiator Company, since 1919.

Dealer Activities

NASH FIRM ALSO TO SELL LA SALLE IN EVERETT, WASH.

Everett, Wash., Sept. 13.—The Horrigan-Nash Motor Company, representative in this territory for Nash automobiles, has been named Everett dealer for La Salle automobiles.

NEW CHRYSLER DEALERSHIP NAMED IN PITTSBURGH, PA.

Pittsburgh, Sept. 13.—Peters Motor Company, at Baum Boulevard and Euclid Avenue, has been appointed Chrysler dealer. O. C. Peters is proprietor and R. W. Gestrick is general manager.

ACQUIRES OAKLAND-PONTIAC FRANCHISE IN FARMVILLE, N. C.

Farmville, N. C., Sept. 13.—Barrett's Service Station and garage has acquired the Oakland-Pontiac franchise for this territory.

TANBERG AUTO TAKES OVER CHEVROLET DEALERSHIP

Eau Claire, Wis., Sept. 13.—The Tanberg Auto Company has taken over the Chevrolet dealership for Chippewa county, and is occupying the Barker Auto Company building at Chippewa Falls, Wis.

WASHINGTON FIRM IS NAMED CHRYSLER DEALER

Washington, D. C., Sept. 13.—Skinker Motor Company, Inc., formerly Palace Garage, Inc., has secured a Chrysler dealership, using its modern four-story building at 1218-28 20th St., N. W., for sales and service. Walter P. Skinker heads the firm as president and Joseph F. Cooksey is sales manager.

BARTLETT NOW STUDEBAKER DEALER IN LEWISTON, IDAHO

Spokane, Wash., Sept. 13.—T. A. Bartlett & Son have been named Studebaker dealer in Lewiston, Idaho, to succeed Murphy Motor Company, according to Wallace Brothers, distributors for the Inland Empire.

FORMS CORPORATION TO SELL CHEVROLET CARS

Rochester, N. Y., Sept. 13.—A corporation to handle Chevrolet cars in the Rochester territory has been formed by R. D. Burch of this city who has just opened a new salesroom here. The new firm will be known as the Burch Chevrolet Corporation, with Mr. Burch as president and general manager.

WILL HANDLE MOON AND DIANA IN HARTFORD, CONN.

Hartford, Conn., Sept. 13.—The Shook Motor Sales company has taken on the Moon and Diana, with sales headquarters at 1264 Main Street. The Moon and Diana were formerly handled by the Majestic Motor Sales Corporation, which retired from the field recently.

NEWARK CHEVROLET FIRM HAS ORIGINAL DISPLAY

Newark, N. J., Sept. 13.—The Foley Chevrolet Motor Sales Company of 957 Broad St., has a window display attracting persons along Auto Row. The setting is a spot in the country by the side of a brook that is liberally stocked with gold fish. At the side of the brook a Chevrolet sedan is pulled up to give the occupants a little recreation. The mother and several children, which are in wax, are playing around the brook.

REIGELMAN ACQUIRES REO FRANCHISE IN CLARK CO., WASH.

Portland, Ore., Sept. 13.—Fred L. Reigelman, well known in Portland as the owner of the Reigelman super service station at 42d and Division streets, has been appointed Reo Dealer for Clark county, Washington, and will operate under the name of the Vancouver Reo Company, with headquarters at Washington and 10th Streets, Vancouver, Wash.

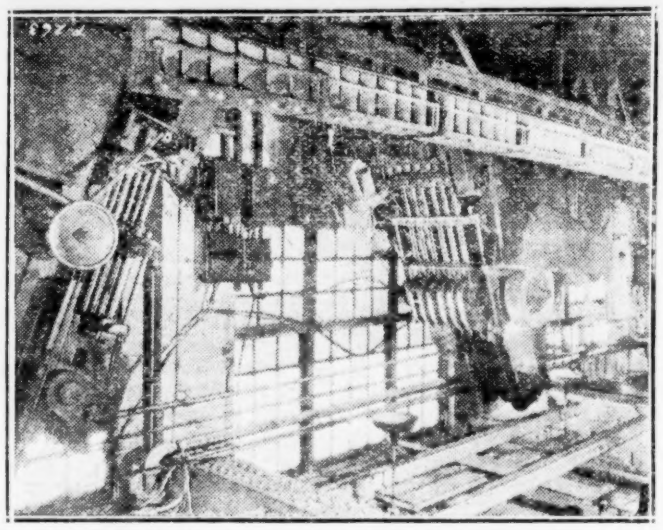
CADILLAC-LA SALLE COMPANY CHARTERED FOR PALM BEACH

Newark, N. J., Sept. 13.—The Bon-Edward A. Wadsworth, John S. Acosta, H. C. LeMaster and Joseph O'Farrell have secured a state charter for the Cadillac-LaSalle Company of Palm Beach, which has a capital stock of $100,000.

ESSEX DEALER REPORTS BIG DEMAND FOR CARS

Waterbury, Conn., Sept. 13.—The Erwin M. Jennings Company, Essex dealer, reports that far from experiencing the decline in sales which it has come to expect during the the latter part of July and August, latter part of July and August, it has had difficulty in filling orders. Sixty carloads of Essex models were recently received in Bridgeport, the distributing point for the Erwin M. Jennings organization.

PEERLESS MOTOR CAR COMPANY'S engines are manufactured with these machines, which bore six cylinders at a time and later on hone and polish the cylinders as well.



Obituary Notes

JOHN LANGDAHL

Tacoma, Wash., Sept. 13.—John Langdahl, 40, accountant for the B. H. Kennedy Company, which recently relinquished its Studebaker franchise here to enter the used car field, was instantly killed at his home at Adelaide, near here, August 28, when he was struck by a 13,000-volt wire, which had been knocked down by a falling tree.

HERBERT D. WYLLYS

Puyallup, Wash., Sept. 13.—Herbert D. Wyllys, 69, local truck and bus body manufacturer, died at his home here September 3 following a sudden illness. He had been a prominent business man here for the last twenty-five years, and operated a wagon works prior to entering the automobile business.

Personal Items

HENDERSON SHIFTED

Chicago, Sept. 13.—J. Karl Henderson, who has been connected with the Hudson Motor Company of Illinois for several years, has been made manager of the Parkway branch of the Hudson Motor Company of Illinois, 3308 West North Ave. Up until recently he was manager of the Division Street branch.

OUT BY CAR, BACK BY PLANE

Newark, N. J., Sept. 13.—William Almquist, president of the Almquist-Mayor, Inc., automobile dealer of West Orange, started recently for a trip to the Pacific Coast in an Oakland car. His schedule calls for completion of the trip in fourteen days. He plans to return East in a Ryan airplane. He is interested in aviation, having served as an airplane mechanic during the war.

HEADS CELEBRATION BODY

North Bergen, N. J., Sept. 13.—Frank Mitchell, North Hudson Packard distributor, who has been named chairman of the executive committee of the Plankroad Improvement Celebration Committee, has induced every automobile dealer in this section of the county to enter at least three machines in the parade next Friday. His own concern will place ten cars in line.

HONORED BY LEGION

Harrisburg, Pa., Sept. 13 (U. T. P. S.).—Tom Francis, war veteran and local distributor of Ford machines, has just been elected a vice-commander of the reorganized Harrisburg Post, 27, American Legion.

OFF FOR EAST

Long Beach, Cal., Sept. 13.—A. K. Zonker, sales manager for the Nash-Niccolls Company, left recently for an extended trip through the Eastern states. He expects to visit the Nash factories at Racine, Kenosha and Milwaukee, later visiting relatives in Michigan. He will return to Long Beach by way of St. Louis, Kansas City, Denver and Grand Canyon, making the return trip by motor.

Improvements

NEW SERVICE BUILDING

Boone, Ia., Sept. 13.—The Battery and Electric Service Company has just completed a new building, of brick and steel construction, at the corner of 7th and Boone Streets, at a cost of $30,000. In addition to battery and electrical service, the building is equipped for greasing automobiles. H. N. Streit and H. J. Hagedorn are proprietors.

NEW PACKARD SALESROOM

Harrisburg, Pa., Sept. 13 (U. T. P. S.).—The Packard Motor Car Company, now located at 1344 Howard St., soon will remove to South Cameron Street, at Berryhill, in the heart of the city's auto sales district. The Packard dealers are putting up a two-story steel and concrete sales and service building, which will be one of the largest in the city. There will be a large showroom in the front, service department on the first floor rear, and storage space for dozens of cars.

CHEVROLET DEALER MOVING

Elloree, S. C., Sept. 13.—The local Chevrolet dealership will occupy quarters in the building formerly occupied by Felkel's Garage.

IN NEW BUILDING

Niagara Falls, N. Y., Sept. 13.—James Mullane, dealer in Overland Knight and Willys-Knight cars, has opened new salesrooms at Main Street and Orchard Parkway here. The new building is considered one of the most attractive in Niagara Falls' auto row, and the showrooms are modern in every respect.

IN BIGGER QUARTERS

Buffalo, N. Y., Sept. 13.—The Dessert-Nash Motor Company, formerly at Main Street and Minnesota Avenue, Buffalo, has moved to 1143-47 Bailey Ave., where the service department and salesrooms are much larger. Joe Dessert, head of the dealership, said the growing demand for Nash cars in his territory demanded the move to larger quarters.

NEW SHOWROOMS

Penns Grove, N. J., Sept. 13.—J. E. Harris & Son have opened a new showroom and service station for the sale of Buick cars at 179 West Main St. T. V. Sickley is manager in charge of sales.

The Hudson and Essex Sales and Service has moved to its new showroom at 52 and 54 West Main St. The E. S. Kilmer Motor Sales Company, which is the local dealer, will enlarge its service department.

NEW TRACTOR SALESROOMS

Peoria, Ill., Sept. 13.—Washburn-Quinn, Inc., has opened its new salesroom at 400 Franklin St., as dealer for caterpillar tractors in this district. The new one-story building cost $60,000. Besides two lrage salesrooms it has general offices and a complete repair shop.

HAS NEW QUARTERS

Tomah, Wis., Sept. 13.—Janke's Garage, Buick and Chevrolet dealer here has moved into new and larger quarters.

MOVES TO NEW HOME

Winston-Salem, N. C., Sept. 13.—The Shaffner-Nettles Motor Company, dealer in Stutz and Hupmobile cars, has moved into its new home at 638 West 4th St., here. Officers of the concern are F. S. Shaffner, president, W. S. Nettles, secretary and treasurer, and E. H. Montgomery, vice-president and general manager.

BUILDS $50,000 HOME

Waco, Sept. 13.—Climaxing two years of steady growth and accelerated business, the Waco Chevrolet Company here is to move into a new home on September 15. Approximately $50,000 has been spent in remodeling the new building, which covers half a block in the center of Waco's downtown district.

BUILDING REMODELED

Waco, Tex., Sept. 13 (U. T. P. S.).—The Waco Chevrolet Company will move into its new home in the downtown district on September 15. The big building has been remodeled especially for an automobile sales and service house at a cost of $50,000. At present the Waco Chevrolet Company is housed in three buildings in different sections. The new structure will house all departments. One of the features of the new home will be a complete service and parts department, another will be the duco plant.

New 1928 models

PEERLESS

Three New Sixes

AGAIN—Peerless leads the way in real car value. The new 1928 models are even finer, even better, even more complete than this year's models that swept Peerless into unprecedented popularity ··· that made Peerless double the greatest production records it had established in a quarter century of outstanding success.

Each is an engineering triumph, new in power, performance, pick-up—new in comfort—new in handling ease—new in value, even for Peerless.

There are innumerable advantages to anticipate every demand you make of a car.

Bodies are long—low—smart—rich in color—luxurious in deep pillowy comfort. And prices are so low as to appeal to the shrewdest buying sense.

—*and the New 1928*

90° V-type Eight-69

The most famous car Peerless has ever built—even finer—even more truly the leader among cars of highest quality. With that famous motor around which so much of Peerless reputation has been built.

PEERLESS MOTOR CAR CORPORATION · *Cleveland, Ohio*

Manufacturers of the famous 90° V-type Eight-69, the Six-80, the Six-90 and the Six-60

PEERLESS · HAS · ALWAYS · BEEN · A · GOOD · CAR

Ohio Council of N. A. D. A. Convenes Annual Meeting

(Continued from page 1)

eral improvement in business following the reopening of idle coal mines.

Rural Ohio also has had a good year, and sales reports from dealers whose territories include these sections of the state reflect the better times on the farms. In fact, a general improvement is apparent in virtually every section, as the bulk of the state's counties have not suffered materially from the trade slump from which the northern industrial tier is just beginning to emerge.

Sales, service, used car problems and accounting will be discussed at the Wednesday business sessions.

Speakers and their subjects will include J. F. McDonald, service director for the Ohio Buick Company, "Service Management"; Edward Payton, analyst, National Automobile Dealers' Association, "Some Fool Moves"; Henry Ittelson, chairman of the Commercial Industrial Trust Company, New York, "Finance Management"; Paul G. Hoffman, vice-president in charge of sales, Studebaker Corporation of America, South Bend, Ind., "Dealer Relation"; C. A. Vane, general manager N. A. D. A., "High Spots of the Industry."

Paul G. Hoffman

A. R. Glancy

G. G. G. Peckham, president of the Ohio Buick Company, and president of the Cleveland Automobile Manufacturers' and Dealers' Association, will preside, with Harry T. Gardner, manager of the Cincinnati Automobile Dealers' Association, as toastmaster.

Principal speakers will be A. R. Glancy, president of the Oakland Motor Car Company, Pontiac, Mich., speaking on "The Dealer Need," and Former Congressman J. Adam Bede of Minnseota on "The Pursuit of Happiness."

The convention will close Thursday with a golf tournament at the Acacia Country Club, at which the golf team of the Cincinnati association will be presented with the 1927 state championship trophy.

Warren Griffith, Toledo, is president of the state council. Directors are: G. G. G. Peckham, Cleveland; F. S. McClure, Akron; Howard Pfau, Youngstown; F. K. Boggs, Dayton; Orr Zimmerman, Columbus; Charles Schick, Cambridge; J. W. Tarbill, Cincinnati, and John S. Taylor, Portsmouth.

FORD BATTERIES CUT

Detroit, Sept. 13.—The Ford Motor Company has reduced the price of storage batteries to $11 from $12, or to $10 plus the buyer's old battery. This is the second reduction in eight months. The Ford storage unit contains thirteen plates and can be used in nine-tenths of all makes of motor cars.

AUBURN DIVIDEND

New York, Sept. 13.—The Auburn Automobile Company declared the regular quarterly dividend of $1, payable October 1 to stock of record September 20.

Rubber Prices

New York, Sept. 13.—Crude rubber prices in the local markets yesterday held comparatively steady, considering the increase in London stock and generally easier cables from that quarter. Quotations were sluggish throughout the day's trading and closed from unchanged to 10 points lower.

London cables were off ⅛d. on all positions, while Singapore reported dull and unchanged. London setbacks were no doubt due to the increase in stock to 66,148 tons.

The local outside market is practically deadlocked with sellers refusing to lower quotations and buyers holding out for better prices. The trade, together with the rubber consuming industries, is awaiting word as to the restriction policy of the British government after November 1.

RUBBER EXCHANGE OF NEW YORK

	High	Low	Close	Prev. close
September	35.70	33.70	*33.60	33.70
October	33.90	33.70	33.70	33.80
November	33.80	33.80	33.80	33.90
December	34.70	33.90	34.10	34.10
January	....	....	*34.30	34.30
February	34.80	34.80	*34.60	34.60
March	35.00	34.90	*34.90	35.00
April	....	....	†35.20	35.20
May	35.40	35.30	*35.30	35.30
June	....	....	†35.60	35.60
July	....	....	*35.80	35.90
August	....	....	†36.00	36.10

Spot, price, †33.00.

*Bid. †Nominal.

OUTSIDE CLOSING PRICES

(Per pound, delivered, New York.)

Plantations—	Bid	Asked
Ribbed smoked sheets, spot	33½	33¾
September	33½	33¾
October	33⅝	33⅞
November-December	33¾	34
January-March	34⅛	34¾
First latex crepe	33½	33¾
Clean thin brown crepe	29¼	29½
Specky brown crepe	29⅛	29⅜
Rolled brown crepe	27	27¼
No. 2 amber	28¼	28½
No. 3 amber	27¾	28
No. 4 amber	27¼	27½
Paras—		
Up-river, fine, spot	29	29½
do coarse	18½	19
Accra, fine	29½	30
Caucho ball—Upper	19	19½
Island, fine	..	*23
Centrals—		
Esmeralda	20½	21
Central scrap	20½	21
Mexican scrap	..	*18
Guayule, washed and dried	..	28
Balata—Block Ciudad	34⅛	35
Panama	31½	32
Surinam sheet	56	57
Amazon, upper	39½	40
Amazon, lower	22½	23

SCRAP RUBBER

(Dealers' buying prices, per pound, f. o. b., New York)

Boots and shoes, black	1.40a1.50
Arctics	.50a .75
Inner tubse, mixed	4.50a5.00
Inner tubes, No. 1	6.50a7.00
Inner tubes, No. 2	4.75a5.00
Inner tubes, red	5.75a6.25
Mixed hose, soft	.50a .60
Hose, air brake	1.20a1.25
Tires, standard, black	.80a .95
Tires, standard, mixed	.80a .95
Tires, white, mixed	2.00a2.25

*Nominal.

G. M. Stockholders Approve Exchange Of New $25 Common

(Continued from page 1)

actually outstanding. The result of these two changes in no way affects the outstanding stock, while the split-up of common shares and valuing them at $25 par in no way alters the present capital and surplus of $734,358,398.

The capital set-up as a result of the shareholders' action will be as follows: 1,305,762 7 per cent. preferred shares, with a book value of $130,575,200; 17,449 shares 6 per cent. preferred, book value $1,744,900;; 25,949 shares of 6 per cent debenture stock, book value $2,594,900, and 17,400,000 of $25 par value common shares, with a book value of $435,000,000.

OPPOSES EXCISE TAX

Harrisburg, Pa., Sept. 13 (U. T. P. S.).—The Pennsylvania Motor Federation has added its protest to the movement against the war excise tax of 3 per cent. on automobiles.

DURANT PLANT PROTEST

Elizabeth, N. J., Sept. 13.—The Durant Motor Company has filed a protest with the Board of Public Works of this city against inadequate sewage disposal.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Previous, 1927 Low	Div.		Sales	High	Low	Close	Net Change
15¾	9½	....	Advance Rumely	100	11¼	11¼	11¼	....
41	30¼	....	do pf	100	35½	35½	35½	— ¼
13	7½	....	Ajax Rubber	1,100	8⅞	8¾	8⅞	+ ⅛
114¼	88	6	Allis-Chalmers	700	113	111½	111½	— ¼
23⅞	13	....	Am. Bosch Magneto	11,900	23⅝	21⅞	22¼	+ ⅝
10	4	....	Am.-La France	1,400	7¾	7½	7½	— ½
36⅜	26	3	Briggs Mfg. Co.	22,900	26	21½	21⅞	— 4⅛
14	5	....	Chandler Motor	400	7	7	7	....
26¼	13	2.50	do pf	400	22⅝	22	22	....
145	38	4	Chicago Yellow Cab	10	38¼	38¼	38¼	....
62⅜	28⅛	3	Chrysler Corp.	29,200	60¼	58⅝	58⅝	— 1
114¾	102⅝	3	do pf	100	114	114	114	— ⅝
13¾	10¼	1.80	Continental Motors	2,900	10¾	10½	10½	— ¼
27½	16	....	Dodge Bros. A	5,700	19¾	17⅞	18¾	+ ⅜
85	66	7	Dodge Bros. pf	5,000	70¾	69¼	70½	+ 1
29¾	24⅛	2	Eaton Axle & Spring	5,100	29¼	28⅝	28⅝	+ ⅜
100	53½	6.50	Electric Auto-Lite	700	98¾	97	97	— 1¾
79½	63¼	6	Electric Stor. Battery	100	69	69	69	....
30⅞	18½	.80	Federal Motors	200	22	21⅜	21⅜	+ 1⅛
14⅞	12¼	.64	Fifth Ave. Bus	1,000	12¼	12¼	12¼	— ¼
20	14⅞	....	Fisk Rubber	1,100	17½	17	17¼	— ⅛
94	81	7	do 1st pf	700	94⅛	93½	94	....
59	29¼	3.50	Gabriel Snubber	1,400	52¼	51	51	— ½
12¼	6½	....	Gardner Motor	300	8½	8½	8½	— 1
253½	115½	10	General Motors	48,500	251¾	248½	248½	— 1¾
55	37	2	do pf	800	125	124¾	124¾	— ¼
22	14½	....	Glidden Co.	5,500	17⅛	16¼	16⅝	— ⅝
80⅞	32¾	4	Goodrich Co.	9,700	79	76⅜	76⅝	— 1½
107	95	7	do pf	300	107	106	106	— 1
56½	48⅜	....	Goodyear T. & R. pf.	200	52⅞	52¾	52⅞	+ ⅞
91½	48¼	5	Hudson Motor Car	15,700	83¾	81¾	82	— ⅞
23⅞	17⅞	1.40	Hupp Motor Car	4,700	19⅛	18	18¾	+ ¾
22½	12⅝	....	Jordan Motor Car	1,800	20¼	19⅜	19⅜	— ⅝
30¾	9½	....	Kelly-Springfield	3,800	28⅝	28¼	28⅜	— ½
91½	55	....	do 8s pf	100	86	86	86	— 1
27	20	2	Kelsey-Hayes Wheel	400	24¼	23½	23½	+ ½
1	¼	....	Keytsone T. & R.	1,700	⅝	⅝	⅝	....
13¾	7	....	Lee Rubber & Tire	7,400	13⅞	12⅞	13	+ ⅜
118¾	88¼	6	Mack Trucks	44,100	104½	101¾	103½	+ 1½
53¼	27	3.25	Marlin Rockwell	2,200	45½	45	45	....
24¾	16⅝	2	Martin Parry	100	20	20	20	— 1¼
36¾	23¾	2	Miller Rubber	100	27	27	27	— ¼
12½	6	....	Moon Motors	100	7⅜	7⅜	7⅜	....
38¾	24⅝	3.50	Moto Meter A	700	30	29¾	30	+ ¼
27⅞	20¾	2	Motor Wheel Corp.	500	27	26⅞	27	+ ⅛
67⅞	10	....	Mullins Body	2,300	66½	61	64⅝	— 2⅛
43	20	....	Murray Body	3,300	24⅝	23½	24⅜	— ⅜
93¾	60¼	4.50	Nash Motors ½	14,700	92¾	90½	90½	— 1¼
8⅜	1⅞	....	Norwalk T. & R.	500	2¾	2⅝	2¾	+ ⅛
17⅛	11	....	Omnibus Corp.	100	12½	12½	12½	— ⅛
42⅞	33¾	2.90	Packard Motor Car	23,000	42¼	40⅝	42¼	+ 2
14½	7⅞	....	Paige-Detroit Motor	1,000	12¼	11¾	12	+ ⅜
60¼	9⅝	....	Perce-Arrow	1,700	11¾	11⅛	11⅛	+ ⅞
102½	42	....	do pf	100	47	47	47	....
10¼	4	....	Reynolds Spring	6,900	9½	8¾	8⅞	— ¼
28⅞	20½	....	Spicer Mfg. Co	2,200	26½	26	26	— ½
70⅞	54¼	6	Stewart-Warner Speed.	4,400	69	67¼	67½	— ⅞
61¾	49	5	Studebaker Co.	117,000	63½	60	61	— ⅝
145½	78	5	Timken Roller Bear.	5,800	127	124⅛	124⅝	— 1¼
67⅛	37½	....	U. S. Rubber	6,900	54¼	52¼	52½	— 1½
111⅜	85¾	8	do 1st pf	300	97½	97½	97½	....
58⅜	36	4	White Motors	24,000	44	41½	43½	+ 2¼
58⅜	36	4	White Motors	24,000	44	41½	43½	+ 2¼
24¾	16	....	Willys-Overland	16,800	17½	17	17	— ¼
96	87	7	do pf	800	93½	93	93	....
40	25	....	Yellow Truck & Coach	52,000	35⅝	33⅝	34¼	+ ¼
99⅜	83⅛	7	do pf	600	94⅝	94½	94½	....

NEW YORK CURB MARKET

Sales		High	Low	Last	Net Chge.
200	Doehler D C	16½	16½	16½	...
5000	Durant Mot.	11¾	11¼	11¼	...
120	Firestone	160½	160½	160½	+ ½
10	Ford Canad.	536	536	536	—4
160	Goodyear pf.	95½	95½	95½	— ¼
100	Hall Lamp	8¾	8¾	8¾	— ⅞
9700	Johns-Manv.	112¾	108¾	109⅞	— ⅛
100	McQuay Norr	20	20	20	+ ½
50	Miller R pf.	99¾	99¾	99¾	+1
600	Reo Motor	22¼	21⅞	21⅞	— ⅛
300	Rep M T cfs	4¾	4½	4¾	...
200	Seiberling R.	35½	35½	35½	+ ⅛
700	Timken D A.	13½	12⅞	13	— ⅝
200	U S L Bat.	49¾	49¾	49¾	— ¼

CHICAGO

Sales		High	Low	Last
1300	Auburn Auto	118	116	116
100	Bendix Corp.	53½	53½	53½
800	Borg & Beck	70½	69¾	70
200	Cont. Motors	10½	10½	10½
900	Marvel Carburetor	49½	49	49¾
1050	McQuay Norris	20¼	18¾	20¼
400	Pines Winterfront	51	50	51
1900	Stewart-Warner	68	67½	67½
225	Yates Machine	15½	15	15½
55	Yellow Taxi	38⅞	38¾	38¾

DETROIT

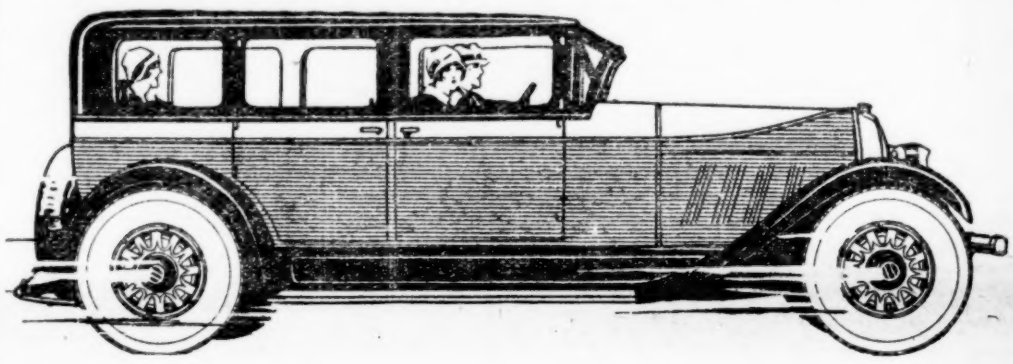
Sales		High	Low	Last
300	C. G. Spring	8½	8½	8½
210	Detroit Motor Bus	5½	5½	5½
15	Ford of Canada	536	536	536
100	Hall Lamp	8¾	8¾	8¾
340	Motor Wheel	26¾	26¾	26¾
2022	Packard Motor	42¼	41	41¼
229	Reo Motor	21⅞	21⅞	21⅞
160	Timken Axle	13	13	13

CLEVELAND

	Bid	Asked
Firestone	158	162
do 6s pf	106	107
do 7s pf	104	105½
Miller Rubber pf	98½	99½
Seiberling Rubber	35	36
Stearns	5	7

(The above tables show Monday's automotive stock movements, complete.)

TOMORROW YOU'LL WISH YOU HAD THE AUBURN FRANCHISE



It remained for Auburn to build a Straight Eight Sedan for $1695

125-inch Wheelbase — 75 Miles Per Hour
Finest Mohair Upholstery

Genuine Curled Hair and Marshall Springs
Equipped with Snubbers

Metal Side-Quarters — Brewster Windshield
Four-Wheel Brakes

Special Balloon Tire Steering

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Auburn Automobile Company, Auburn, Indiana

MODEL 8-77
125-inch wheelbase
Roadster $1395
Sport Sedan $1495
Cabriolet $1595
Sedan $1695
Wanderer Sedan $1745

MODEL 8-88
130-inch wheelbase
Roadster $1995
Sport Sedan $2095
Cabriolet $2095
Sedan $2195
Wanderer Sedan $2245

7-Passenger Sedan $2595
147-inch wheelbase

MODEL 6-66
120-inch wheelbase
Roadster $1095
Sport Sedan $1195
Cabriolet $1295
Sedan $1295
Wanderer Sedan $1345

Freight, tax, and equipment extra

AUBURN

The Car Itself is the Answer